

RELATIONSHIPS UP IN SMOKE

Nicorette launches the break up counselling smokers need when trying to quit

London, 21 December 2006. According to the results of a survey revealed today the majority (40%) of smokers liken their relationship with cigarettes to being in a relationship gone bad - 'they want to end it but they are used to having them around and don't want to be alone'. This could be because 58% feel smoking is a psychological habit¹ meaning both physical and psychological support is needed for the best chances of quitting. **Nicorette* (nicotine) has developed Nicorette ActiveStop, the first NRT brand to offer a 'virtual' smoking cessation coach using both on-line and mobile technology to help smokers break up with cigarettes this New Year.**

Research shows that nicotine replacement therapy (NRT) plus intensive behavioural support gives smokers up to six times more likelihood of succeeding in their attempt to stop smoking compared with those who rely on willpower alone.^{2,3,4}

In combination, Nicorette and Nicorette *ActiveStop* deal with the physical cravings and the psychological aspects of quitting. This is the next generation of stop smoking support which is becoming increasingly flexible, accessible and personalised. Users of the advanced programme are kept motivated and focused on quitting via their mobile phone and personal webpage. The interactive programme helps combat the many physical, mental and social triggers quitters are exposed to that might tempt them back to their old habits. **Over two thirds of smokers (65%) said they would value a programme such as Nicorette ActiveStop to help them kick the habit once and for all. Previously, two thirds of smokers had relied on willpower alone and failed.**¹

Psychologist Dr Linda Papadopoulos commented, "*It is not surprising that smokers build up a strong emotional relationship with cigarettes over time. They often find it difficult to separate smoking from a variety of emotional and social occasions.*" She continued, "*Smokers often feel distressed when they smoke and the thought of not smoking can build up stress levels. That's why the best support programme will be with them at all times of the day, much like having a personal trainer in your pocket - the smoker needs to know help is there throughout the day to stand the best chance of staying smoke free.*"

The Nicorette survey revealed today also found that 28% of smokers liken their cigarettes to an old friend who doesn't have their best interests in mind, and a further 14% feel they are the only friend that listens to their problems. However, only one in ten (10%) of smokers considered themselves

happily married to their fags while the remainder (7%) liken their relationship to a bad one night stand 'providing frivolous fun for a night but they hate the morning after feeling.'¹

Only 31% of smokers questioned feel that they have the mental willpower to give up smoking by themselves without any emotional support. Furthermore, men are most likely to be tempted back to smoking after a few drinks whilst women would find it most difficult not to smoke if they heard some bad news.¹

Of the 10 million adult smokers in Britain⁵ approximately 70% of them want to quit.⁶ Steve Crone, Chief Executive of the UK charity QUIT said, "We know smokers benefit from personal support in addition to proven stop smoking treatments and so this is a very welcome new programme."

Nicorette and *ActiveStop* together, there is nothing more effective at helping you to stop smoking. To register visit www.nicorette.co.uk

*Contains Nicotine. Requires willpower. Always read the label.

- Ends-

Notes to editors:

UK smoke-free legislation implementation:

Republic of Ireland:	29th March 2004
Scotland:	26th March 2006
Northern Ireland:	April 2007
Wales:	April 2007
England:	1st July 2007

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References:

¹ According to a survey conducted by Shire Health using Research Now' s online panel of 1,000 consumers Research Now! Fieldwork dates 27 November - 4 December 2006

² Hilton A. Prescriber 5 February 2003: 14-20

³ West R, McNeill A, Raw M. Smoking cessation guidelines for health professionals: an update. Thorax 2000;55:987-99.

⁴ Fowler G. 2000. Smoking: Time to confront a major health issue. Update. May Supplemental; 3-7

⁵ Choosing Health: making healthier choices easier A Department of Health White Paper. 2004

<http://www.dh.gov.uk/assetRoot/04/09/47/64/04094764.pdf>

⁶ ASH Factsheet 24: Stop smoking ASH's 15 tips